

IN THE CLAIMS

Please amend the claims as follows:

168. (PREVIOUSLY PRESENTED) A system for displaying programming to a user, the system comprising:

5 a printed commercial document having at least one machine recognizable feature;

 a feature recognition unit having associated therewith a means for recognizing said feature and a means for transmitting a coded signal in response to the recognition
10 of said feature;

 an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and

 a display unit for presenting said programming
15 material.

169. (PREVIOUSLY PRESENTED) A system as defined in claim 168 wherein said printed commercial document comprises a tag.

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170. (PREVIOUSLY PRESENTED) A system as defined in claim 169 wherein said tag comprises a price tag.

171. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said printed commercial document comprises a
decal.

5 172. (PREVIOUSLY PRESENTED) A system as defined in claim
171 wherein said decal comprises a parking permit.

173. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said commercial document comprises an invoice.

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174. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said printed commercial document comprises a
receipt.

15 175. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said printed commercial document comprises a
bill of sale.

176. (PREVIOUSLY PRESENTED) A system as defined in claim
20 168 wherein said printed commercial document comprises a
credit card.

177. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said printed commercial document comprises an
identification card issued by a commercial organization.

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178. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said printed commercial document comprises a
periodic report.

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179. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said printed commercial document comprises an
annual report.

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180. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said printed commercial document comprises a
newsletter.

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181. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said printed commercial document comprises a
program.

182. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said printed commercial document comprises a
musical score.

5 183. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said printed commercial document comprises an
application form.

184. (PREVIOUSLY PRESENTED) A system as defined in claim
10 183 wherein said application form comprises an employment
application form.

185. (PREVIOUSLY PRESENTED) A system as defined in claim
183 wherein said application form comprises a credit card
15 application form.

186. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said printed commercial document comprises
travel itinerary.

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187. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said printed commercial document comprises a
letter of recommendation.

188. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said printed commercial document comprises a
merchandise coupon.

5 189. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said printed commercial document comprises a
product brochure.

190. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said printed commercial document comprises a
service brochure.

191. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said printed commercial document comprises
15 instructions.

192. (PREVIOUSLY PRESENTED) A system as defined in claim
191 wherein said instructions comprise product assembly
instructions.

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193. (PREVIOUSLY PRESENTED) A system as defined in claim
191 wherein said instructions comprise product use
instructions.

194. (PREVIOUSLY PRESENTED) A system as defined in claim
191 wherein said instructions comprise service
instructions.

5 195. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said printed commercial document comprises a
service manual.

196. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said printed commercial document comprises
warranty information.

197. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said printed commercial document comprises a
15 greeting card.

198. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
has associated therewith a data link which is recognized by
20 said feature recognition unit.

199. (PREVIOUSLY PRESENTED) A system as defined in claim
198 wherein said data link comprises an image data link.

200. (PREVIOUSLY PRESENTED) A system as defined in claim
198 wherein said data link comprises a video data link.

201. (PREVIOUSLY PRESENTED) A system as defined in claim
5 198 wherein said data link comprises a programming data
link.

202. (PREVIOUSLY PRESENTED) A system as defined in claim
198 wherein said data link comprises a sound data link.
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203. (PREVIOUSLY PRESENTED) A system as defined in claim
198 wherein said data link comprises an online data link.

15 204. (PREVIOUSLY PRESENTED) A system as defined in claim
198 wherein said data link comprises an online shopping
data link.

20 205. (PREVIOUSLY PRESENTED) A system as defined in claim
198 wherein said data link comprises a pictorial data
link.

206. (PREVIOUSLY PRESENTED) A system as defined in claim
198 wherein said data link comprises an electronic data
link.

5 207. (PREVIOUSLY PRESENTED) A system as defined in claim
198 wherein said data link comprises an electronic media
link.

208. (PREVIOUSLY PRESENTED) A system as defined in claim
10 198 wherein said data link comprises an "information
superhighway" data link.

209. (PREVIOUSLY PRESENTED) A system as defined in claim
208 wherein said "information superhighway" data link
15 comprises the internet.

210. (PREVIOUSLY PRESENTED) A system as defined in claim
208 wherein said "information superhighway" data link
comprises the world wide web.

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211. (PREVIOUSLY PRESENTED) A system as defined in claim
208 wherein said "information superhighway" data link
comprises a computer network.

212. (PREVIOUSLY PRESENTED) A system as defined in claim
208 wherein said "information superhighway" data link
comprises an integrated services digital network ("ISDN")
network.

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213. (PREVIOUSLY PRESENTED) A system as defined in claim
208 wherein said "information superhighway" data link
comprises a telephone line.

10 214. (PREVIOUSLY PRESENTED) A system as defined in claim
208 wherein said "information superhighway" data link
comprises a cable television ("CATV") line.

15 215. (PREVIOUSLY PRESENTED) A system as defined in claim
208 wherein said "information superhighway" data link
comprises a local area network.

20 216. (PREVIOUSLY PRESENTED) A system as defined in claim
208 wherein said "information superhighway" data link
comprises a wide area network.

217. (PREVIOUSLY PRESENTED) A system as defined in claim
208 wherein said "information superhighway" data link
comprises a data communications network.

218. (PREVIOUSLY PRESENTED) A system as defined in claim
208 wherein said "information superhighway" data link
comprises an Internet Product Service Directory.

5 219. (PREVIOUSLY PRESENTED) A system as defined in claim
208 wherein said "information superhighway" data link
comprises a globally based digital communications network.

220. (PREVIOUSLY PRESENTED) A system as defined in claim
10 208 wherein said "information superhighway" data link
comprises a wireless network link.

221. (PREVIOUSLY PRESENTED) A system as defined in claim
208 wherein said "information superhighway" data link
15 comprises a Wireless Application Protocol internet.

222. (PREVIOUSLY PRESENTED) A system as defined in claim
208 wherein said "information superhighway" data link
comprises an ethernet network.

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223. (PREVIOUSLY PRESENTED) A system as defined in claim
208 wherein said "information superhighway" data link
comprises a radio frequency ("RF") cellular network.

224. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a bar code.

5 225. (PREVIOUSLY PRESENTED) A system as defined in claim
224 wherein said bar code comprises a Universal Product
Code.

226. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said at least one machine recognizable feature
comprises an invisible bar code.

227. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
15 comprises a magnetic code.

228. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a printed character.

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229. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a symbol.

230. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a pictorial icon.

5 231. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an invisible indicia.

232. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said at least one machine recognizable feature
comprises a two-dimensional figure.

233. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
15 comprises an icon.

234. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an invisible icon.

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235. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a watermark.

236. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an invisible watermark.

5 237. (PREVIOUSLY PRESENTED) A system as defined in claim
236 wherein said invisible watermark comprises a digital
watermark.

238. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said at least one machine recognizable feature
comprises a series of alphanumeric characters.

239. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
15 comprises a binary code.

240. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a digital watermark.

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241. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a magnetic strip.

242. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a code.

5 243. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an online shopping product code.

244. (PREVIOUSLY PRESENTED) A system as defined in claim
10 168 wherein said at least one machine recognizable feature
comprises a home shopping product code.

245. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
15 comprises an online shopping service code.

246. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a home shopping service code.

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247. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an analog pattern.

248. (PREVIOUSLY PRESENTED) A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a hieroglyphic character.

5 249. (PREVIOUSLY PRESENTED) A system as defined in claim in 168 wherein said programming material comprises information.

250. (PREVIOUSLY PRESENTED) A system as defined in claim
10 249 wherein said information comprises information about an individual identified by said printed commercial document.

251. (PREVIOUSLY PRESENTED) A system as defined in claim
249 wherein said information comprises a "background check"
15 of an individual identified by said printed commercial document.

252. (PREVIOUSLY PRESENTED) A system as defined in claim
249 wherein said information comprises information about an
20 organization identified by said printed commercial document.

253. (PREVIOUSLY PRESENTED) A system as defined in claim
249 wherein said information comprises a "background check"
of an organization identified by said printed commercial
document.

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254. (PREVIOUSLY PRESENTED) A system as defined in claim
249 wherein said information comprises information about an
individual issuing said printed commercial document.

10 255. (PREVIOUSLY PRESENTED) A system as defined in claim
249 wherein said information comprises information about an
organization issuing said printed commercial document.

15 256. (PREVIOUSLY PRESENTED) A system as defined in claim
249 wherein said information comprises information about a
product associated with said printed commercial document.

20 257. (PREVIOUSLY PRESENTED) A system as defined in claim
249 wherein said information comprises information about a
service associated with said printed commercial document.

258. (PREVIOUSLY PRESENTED) A system as defined in claim in
168 wherein said programming material comprises a service.

259. (PREVIOUSLY PRESENTED) A system as defined in claim
258 wherein said service includes displaying promotional
programming material on said display unit.

5 260. (PREVIOUSLY PRESENTED) A system as defined in claim
258 wherein said service includes conducting an interaction
with said user via a telephone.

261. (PREVIOUSLY PRESENTED) A system as defined in claim
10 258 wherein said service includes conducting an interaction
between a plurality of users via an online communication
chat link.

262. (PREVIOUSLY PRESENTED) A system as defined in claim
15 168 wherein said display unit comprises a personal
computer.

263. (PREVIOUSLY PRESENTED) A system as defined in claim
262 wherein said personal computer comprises a laptop
20 computer.

264. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a television.

265. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a device containing
a microprocessor.

5 266. (PREVIOUSLY PRESENTED) A system as defined in claim
265 wherein said device containing a microprocessor is
hand-held.

267. (PREVIOUSLY PRESENTED) A system as defined in claim
10 265 wherein said device containing a microprocessor is
portable.

268. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a personal digital
15 planner.

269. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises an internet
appliance.

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270. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a cellular
telephone.

271. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a wireless
communication device.

5 272. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a simulated book.

273. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises an intelligent
10 terminal.

274. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a web-based
television.

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275. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a pager.

276. (PREVIOUSLY PRESENTED) A system as defined in claim
20 168 wherein said display unit comprises an Internet-enabled
telephone.

277. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said feature recognition unit is selected from
a group consisting of a hand-held unit, a scanner, a bar
code scanner, an optical code reader, an optical reader, a
5 personal camera, a personal computer reader, a digital
camera, a digital mouse and an optical mouse.

278. (PREVIOUSLY PRESENTED) A system as defined in claim
277 wherein said feature recognition unit is linked to a
10 personal computer.

279. (PREVIOUSLY PRESENTED) A system as defined in claim
277 wherein said feature recognition unit is linked to a
wireless interface.
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280. (PREVIOUSLY PRESENTED) A system as defined in claim
279 wherein said wireless interface comprises a wireless
network.

20 281. (PREVIOUSLY PRESENTED) A system as defined in claim
279 wherein said wireless network comprises a cellular
network.

282. (PREVIOUSLY PRESENTED) A system as defined in claim
279 wherein said wireless interface comprises a cellular
telephone.

5 283. (PREVIOUSLY PRESENTED) A system as defined in claim
279 wherein said wireless interface comprises a pager.

284. (PREVIOUSLY PRESENTED) A system as defined in claim
279 wherein said wireless interface comprises a wireless
10 personal computer.

285. (PREVIOUSLY PRESENTED) A system as defined in claim
279 wherein said wireless interface comprises a personal
digital assistant.

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286. (PREVIOUSLY PRESENTED) A system as defined in claim
277 wherein said feature recognition unit is linked to a
personal digital assistant.

20 287. (PREVIOUSLY PRESENTED) A system as defined in claim
277 wherein said feature recognition unit is linked to an
Internet appliance.

288. (PREVIOUSLY PRESENTED) A system as defined in claim
277 wherein said feature recognition unit is linked to a
television set.

5 289. (PREVIOUSLY PRESENTED) A system as defined in claim
277 wherein said feature recognition unit comprises a
portion of a cellular telephone.

290. (PREVIOUSLY PRESENTED) A system as defined in claim
10 277 wherein said feature recognition unit comprises a
portion of a personal digital assistant.

291. (PREVIOUSLY PRESENTED) A system as defined in claim
277 wherein said feature recognition unit comprises a
15 portion of a remote control unit.

292. (PREVIOUSLY PRESENTED) A system as defined in claim
277 wherein said feature recognition unit comprises a
portion of a handwriting implement.

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293. (PREVIOUSLY PRESENTED) A method of providing a user
access to programming material, comprising the steps of:

printing a machine recognizable feature within a
commercial document;

scanning said machine recognizable feature of said
commercial document; and
transmitting data associated with said machine
recognizable feature via a communication link to access
5 said programming material, wherein said programming
material is related to said commercial document.

294. (PREVIOUSLY PRESENTED) The method of claim 293 wherein
said communication link includes the Internet.

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295. (CURRENTLY AMENDED) The method of claim 293 wherein
said machine recognizable feature is selected from a group
consisting of bar code, universal product code, invisible
bar code, magnetic code, printed character, symbol,
15 invisible indicia, two-dimensional figure, icon, invisible
icon, watermark, invisible watermark, digital watermark,
series of alphanumeric characters, binary code, magnetic
strip, code, analog pattern, photograph, digital
photograph, and hieroglyphic character.

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296. (PREVIOUSLY PRESENTED) A method of providing a user access to supplemental programming material associated with a commercial document, comprising the steps of:

printing a machine recognizable feature within said

5 commercial document, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said

10 commercial document and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

15 transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said commercial document.

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297. (PREVIOUSLY PRESENTED) The method of claim 296 wherein said programming material comprises multimedia.

298. (CURRENTLY AMENDED) The method of claim 296 wherein
said machine recognizable feature is selected from a group
consisting of a bar code, a universal product code,
invisible bar code, magnetic code, printed character,
5 symbol, invisible indicia, two-dimensional figure, icon,
invisible icon, watermark, invisible watermark, digital
watermark, series of alphanumeric characters, binary code,
magnetic strip, code, analog pattern, photograph, digital
photograph, and hieroglyphic character.

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299. (NEW) A system as defined in claim 168 wherein said
printed commercial document comprises a boarding pass.

300. (NEW) A system as defined in claim 168 wherein said
15 printed commercial document comprises an airline boarding
pass.

301. (NEW) A system as defined in claim 168 wherein said
at least one machine recognizable feature comprises a
20 photo.

302. (NEW) A system as defined in claim 168 wherein said
at least one machine recognizable feature comprises a
digitized photo.

303. (NEW) A method according to claim 293 wherein said commercial document comprises a boarding pass.

304. (NEW) A method according to claim 293 wherein said
5 commercial document comprises an airline boarding pass.

305. (NEW) A method according to claim 296 wherein said commercial document comprises a boarding pass.

10 306. (NEW) A method according to claim 296 wherein said commercial document comprises an airline boarding pass.